

PTO/SB/81 (11-04)

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<b>POWER OF ATTORNEY and CORRESPONDENCE ADDRESS INDICATION FORM</b>	Application Number	09/940,564
	Filing Date	August 28, 2001
	First Named Inventor	Mary L. Parker
	Title	ADVERTISING METHOD AND APPARATUS
	Art Unit	2622
	Examiner Name	T. M. Lamb
	Attorney Docket No.	S6605.0019

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint:

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I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.

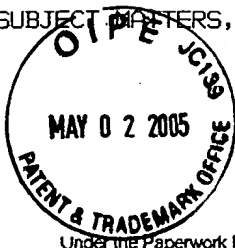
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

SIGNATURE of Applicant or Assignee of Record

Signature	<i>Mary L. Parker</i>	Date	April 28, 2005
Name	Mary L. Parker	Telephone	615-665-2400
Title and Company	CEO, SUBJECT MATTERS LLC		

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☐ \*Total of 1 forms are submitted.



PTO/SB/96 (09-04)

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**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Mary L. Parker et al.Application No./Patent No.: 09/940,564Filed/Issue Date: August 28, 2001Entitled: ADVERTISING METHOD AND APPARATUSSUBJECT MATTERS LLC

(Name of Assignee)

, a Limited Liability Corporation

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 012359, Frame 0919, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

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☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.  
[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Mary L. Parker  
Signature

April 28, 2005  
Date

Mary L. Parker  
Printed or Typed Name

615-665-2400  
Telephone Number

CEO  
Title